

On-Demand

2024

Webinar

**Social Media,  
Endorsements and  
Native  
Advertisements:  
Weighing  
Opportunities and  
Risks**

Originally presented on  
Tuesday, July 30  
(2.0 hours)

*Presented by*  
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*Presented by Counsel for Bankers' Compliance Group®*  
**ALDRICH & BONNEFIN, PLC**

**F**inancial institutions are increasingly turning to social media for marketing and information distribution purposes. Although social media is an influential tool in generating new business and interacting with customers, the use of social media may impact a financial institution's risk profile. We will cover the FFIEC Social Media: Consumer Compliance Risk Management Guidance, as well as discuss helpful tips and compliance reminders applicable to social media activities.

Endorsements are another tool often used by financial institutions, whether as part of their social media footprint, or even in other means of advertising. We will look at the legal risks associated with these tools and discuss recommended practices for their successful use.

Native advertisements are often indistinguishable from news, feature articles, or product reviews. As a result, the effect of these ads may mask the signals consumers customarily have relied upon to recognize an advertisement or promotional message. We will look carefully at the prior federal regulatory guidance and discuss the pros and cons associated with this medium of advertising.

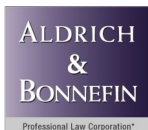
**HIGHLIGHTS**

- Social Media risks, regulatory expectations and recommended practices
- Endorsements: Navigating their use and mitigating legal exposure
- Native Advertisements: Do the risks outweigh the rewards?

**WHO SHOULD ATTEND?**

Marketing management, Compliance management, and In-house legal counsel

**ON-DEMAND STREAMING AVAILABLE**



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## Social Media, Endorsements and Native Advertisements: Weighing Opportunities and Risks— On-Demand

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This Webinar was originally presented on July 30, 2024. There will be no live Q&A sessions but the recording does include the recorded Q&A sessions. This program is 2.0 hours in length.

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